Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

      1-15 (Cancelled)

      16. (Currently Amended) A method, ~~for displaying documents responsive to a received concept~~ comprising:

      <u>organizing advertisements according to their meaning into a lexicon, the lexicon defining elements of a semantic space;</u>

      <u>receiving a concept;</u>

      determining one or more concepts close in meaning to the received concept;

      identifying one or more ~~documents~~ <u>advertisements in the semantic space</u> related to the received concept [[or]] <u>and the</u> one or more concepts close in meaning to the received concept <u>based on meanings of the received concept and the one or more concepts</u>; and

      transmitting for display the one or more ~~documents~~ <u>advertisements</u> based on an order, the order corresponding to the relationship between monetary values determined for each of the one or more ~~documents~~ <u>advertisements</u> identified as related to the received concept [[or]] <u>and the</u> <u>one or more</u> concepts close in meaning to the received concept.

      17. (Currently Amended) The method of claim 16<u>,</u> wherein the order is additionally based on a predicted relevance of the one or more ~~documents~~ <u>advertisements</u> to the received concept.

      18. (Currently Amended) The method of claim 16<u>,</u> wherein the order is additionally based on a descending predicted relevance of the one or more ~~documents~~ <u>advertisements</u> to the received concept.

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19. (Currently Amended) The method of claim 16, wherein the monetary values are prices associated with viewings of the one or more ~~documents~~ advertisements.

20. (Currently Amended) The method of claim 16, wherein the order is additionally based on a semantic distance from the one or more ~~documents~~ advertisements to the received concept in the semantic space.

21. (Currently Amended) The method of claim 16, wherein the order is additionally based on a degree of closeness in meaning of the one or more ~~documents~~ advertisements to the received concept.

22. (Currently Amended) The method of claim 16, wherein the order is additionally based on a degree of closeness in context of the one or more ~~documents~~ advertisements to the received concept.

23 – 56. (Cancelled)

57. (New) A method comprising:

organizing advertisements according to their meaning into a lexicon, the lexicon defining elements of a semantic space;

receiving an input term;

identifying a first point in the semantic space associated with the input term based on an interpretation of potential meanings of the input term;

determining a first semantic sub-space that includes all of the elements of the semantic space within a predetermined radius of the first point;

identifying, in the first semantic sub-space, an advertisement proximate in semantic distance to the search term, wherein the semantic distance identifies how closely related the advertisement is to the search term; and

providing the advertisement in response to the search term.

58. (New) The method of claim 57, further comprising:

receiving an indication of a particular meaning;

identifying a second point in the semantic space associated with particular meaning;

determining a second semantic sub-space that includes all of the elements of the semantic space within the predetermined radius of the second point;

identifying one or more advertisements in the second semantic sub-space; and

providing the one or more advertisements in response to the search term.

59. (New) The method of claim 57, wherein the predetermined radius is selected by a user.

60. (New) The method of claim 57, further comprising:

identifying keywords and meanings associated with the first semantic space; and

providing the keywords and meanings to a user.

61. (New) The method of claim 57, further comprising:

receiving an indication of a meaning to associate with each advertisement from an advertiser associated with each advertiser;

receiving a cost-per-impression amount associated with the meaning from the advertiser; and

charging each advertiser the cost-per-impression amount associated with the meaning if the advertisement is provided in response to an input term.

62. (New) The method of claim of claim 61, further comprising:

modifying the cost-per-impression amount associated with the meaning for the advertisement based on the semantic distance between a location in semantic space of the meaning and the input term

63. (New) The method of claim 62, wherein the semantic distance is inversely proportional to the cost-per-impression amount.

64. (New) A system, comprising:

one or more computers; and

a storage device coupled to the one or more computers having instructions stored thereon

which, when executed by the one or more computers, cause the one or more computers to perform operations comprising:

organizing advertisements according to their meaning into a lexicon, the lexicon defining elements of a semantic space;

receiving an input term;

identifying a first point in the semantic space associated with the input term based on an interpretation of potential meanings of the input term;

determining a first semantic sub-space that includes all of the elements of the semantic space within a predetermined radius of the first point;

identifying, in the first semantic sub-space, an advertisement proximate in semantic distance to the search term, wherein the semantic distance identifies how closely related the advertisement is to the search term; and

providing the advertisement in response to the search term.

65. (New) The system of claim 64, wherein the operations further comprise:

receiving an indication of a particular meaning;

identifying a second point in the semantic space associated with particular meaning;

determining a second semantic sub-space that includes all of the elements of the semantic space within the predetermined radius of the second point;

identifying one or more advertisements in the second semantic sub-space; and

providing the one or more advertisements in response to the search term.

66. (New) The system of claim 64, wherein the predetermined radius is selected by a user.

67. (New) The system of claim 64, wherein the operations further comprise:

identifying keywords and meanings associated with the first semantic space; and

providing the keywords and meanings to a user.

68. (New) The system of claim 64, wherein the operations further comprise:

receiving an indication of a meaning to associate with each advertisement from an

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advertiser associated with each advertiser;

receiving a cost-per-impression amount associated with the meaning from the advertiser;
and

charging each advertiser the cost-per-impression amount associated with the meaning if
the advertisement is provided in response to an input term.

69. (New) The system of claim of claim 68, wherein the operations further comprise:

modifying the cost-per-impression amount associated with the meaning for the
advertisement based on the semantic distance between a location in semantic space of the
meaning and the input term.

70. (New) The system of claim 69, wherein the semantic distance is inversely
proportional to the cost-per-impression amount.